

**LISTING OF CLAIMS:**

Please cancel claims 3, 16 and 19 without prejudice or disclaimer.

The following listing of claims replaces all prior versions of claims, and listings, in the present application.

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AI 1. (Currently amended) A facility information registration and search system comprising:

a management center for storing and managing facility information of different facility ~~types~~types, as well as for storing a registration template and a search template;

a registration terminal for enabling an information provider to register facility information based on the registration template and the search template transmitted from the management center; and

a search terminal for providing the facility information to a ~~user~~user, wherein the registration terminal is provided with:

a facility information input unit for enabling the information provider to enter the facility information corresponding to registration headings based on a the registration template, ~~the registration template having predetermined registration headings~~ the registration template including essential items that must be inputted when the facility information is registered, and supplemental information that relates to other items and that is not required to be inputted when the facility information is registered; and

a registrable facility information transmitter that transmits facility information entered by the facility information input unit to the management center;

~~wherein~~ the search terminal is provided with:

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a sought information input unit for enabling a user to enter sought information corresponding to search headings in ~~a~~ the search template, said search headings matching the registration headings;

a sought information transmitter for transmitting sought information entered by the sought information input unit to the management center; and

a notifying unit for outputting a facility information search result transmitted by the management center in response to transmission of sought information by the sought information transmitter; and

~~wherein~~ the management center is provided with:

a facility information storage unit for storing the facility information transmitted from the registration terminal;

a search unit for searching the facility information stored in the facility information storage unit with the sought information transmitted from the search terminal; ~~and~~

a sought facility information transmitter for transmitting the facility information search result retrieved by the search unit to the search terminal.

2. (Previously presented) The facility information registration and search system according to Claim 1, wherein the registration template and search template are available in varieties differing with a facility type.

3. (Canceled)

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4. (Previously presented) The facility information registration and search system according to Claim 1, wherein the sought information input unit permits omission of sought information for some of the search headings stated in the search template; and

the search unit of the management center performs search based on non-omitted sought information.

5. (Previously presented) The facility information registration and search system, according to Claim 1, wherein:

the management center has a search frequency storage unit for storing a number of hits according to a search, the number of hits stored separately for each item of facility information, and

the management center stores and updates the number of hits into the search frequency storage unit based on a search result by the search unit.

6. (Previously presented) The facility information registration and search system, according to Claim 1, wherein:

the management center has a search frequency storage unit for storing a frequency of utilization, the frequency of utilization representing a number of times the facility information has been utilized separately for each item of facility information;

the search terminal has a utilization frequency storage function to notify the management center of utilized facility information and for the management center to update the frequency of utilization when a facility information search result is utilized by the user when the utilized facility information search result is output from the search

terminal, the search terminal storing the frequency of utilization into the utilization frequency storage unit.

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7. (Previously presented) The facility information registration and search system, according to Claim 1, wherein the management center calculates a fee for registration in storing the facility information from the registration terminal.

8. (Currently amended) The facility information registration and search system according to Claim 7, wherein:

either a number of hits or a frequency of utilization is recorded in the frequency storage unit; and

a registration fee is discounted based on either the number of hits stored in the search frequency storage unit or the frequency of utilization stored in the utilization frequency storage unit.

9. (Previously presented) The facility information registration and search system according to Claim 1, wherein:

a registrable information input unit of the registration terminal enters at least locational information as facility information in association with map data by displaying a map and enabling a map location to be selected.

10. (Previously presented) The facility information registration and search system according to Claim 9, wherein map data displayed by the registrable information input unit of the registration terminal is transmitted from the management center.

AI 11. (Previously presented) The facility information registration and search system, according to Claim 1, wherein the search terminal is a car navigation system having a route guidance function.

12. (Previously presented) The facility information registration and search system according to Claim 11, wherein:

the search terminal transmits at least one of a current location, destination, points en route and guide route to the management center as sought information or part of sought information, the guide route being a route to a destination;

the search unit searching the facility information with reference to areas around the current location, destination, points en route and guided route, transmitted from the search terminal as ranges of search.

13. (Previously presented) The facility information registration and search system according to Claim 11, wherein the search terminal sets a destination or points en route based on the facility information search result transmitted from the management center.

14. (Previously presented) The facility information registration and search system according to Claim 11, wherein the search terminal notifies the management center when a destination or point en route is set based on the facility information, the search terminal notifying the management center that the facility information has been utilized.

15. (Currently amended) An information management center-system comprising:

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a facility information registration and search system with a registration terminal for enabling an information provider to register facility information for various facility types;

a search terminal for notifying a user of the facility information;

a management center for storing and managing the facility information as well as for storing a registration template and a search template, wherein:

~~wherein~~ the registration terminal is provided with a facility information input unit for enabling an information provider to enter information corresponding to the registration headings as the facility information based on a registration template in which ~~predetermined registration headings are stated~~ content of a predetermined content heading includes essential items that must be inputted when the information is registered, and supplemental information that relates to other items and that is not required to be inputted when the information is registered;

~~wherein~~ the registration terminal includes a registrable facility information transmitter for transmitting facility information entered by the facility information input unit to the management center; and

~~wherein~~ the search terminal is provided with a sought information input unit for enabling the user to enter sought information corresponding to search headings for searching according to the registration headings based on a search template in which predetermined search headings matching the registration headings are stated;

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a sought information transmitter for transmitting sought information entered by the sought information input unit to the management center; and

a notifying unit for notifying facility information as the search result transmitted by the management center in response to the transmission of the sought information by the sought information transmitter;

wherein the management center further includes:

a facility information storage unit for storing the facility information transmitted from the registration terminal;

a search unit for searching the facility information stored in the facility information storage unit by using the sought information transmitted from the search terminal; and

a sought facility information transmitter for transmitting to the search terminal facility information as the search result retrieved by the search unit.

16. (Canceled)

17. (Currently amended) A registration terminal including a facility information registration and search system together with a management center for storing and managing facility information regarding various facility types, the registration terminal comprising:

a facility information input unit for enabling the information provider to enter information corresponding to the registration headings as the facility information based on a registration template in which ~~predetermined registration headings are stated~~ the content of a predetermined content heading includes essential items that must be inputted

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when the information is registered, and supplemental information that relates to other items and that is not required to be inputted when the information is registered;

a registrable facility information transmitter for transmitting the facility information entered by the facility information input unit to the management center; and

wherein the management center is provided with:

a facility information storage unit for storing facility information transmitted from the registration terminal;

a search unit for searching the facility information stored in the facility information storage unit by using the sought information transmitted from the search terminal; and

a sought facility information transmitter for transmitting to the search terminal facility information as the search result retrieved by the search unit;

wherein the search terminal further includes:

a sought information input unit for enabling an user to enter sought information corresponding to the search headings for searching according to the registration headings based on a search template in which predetermined search headings matching the registration headings are stated;

a sought information transmitter for transmitting the sought information entered by the sought information input unit to the management center; and



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a notifying unit for notifying, in response to the transmission of the sought information by the sought information transmitter, facility information as the search result transmitted by the management center.

18. (Currently amended) A facility information registration and search system, comprising:

a management center that stores and manages facility information and that stores a registration template and a search template;

a registration terminal interfacing with a registration user through a said registration template distributed from said management center, said registration template having predetermined registration headings, facility information being transmitted from said registration terminal according to said registration template to said management center; and

a search terminal interfacing with a search user through a said search template distributed from said management center, said search template having search headings, said search template and said search headings matching said registration template and said registration headings, said search terminal uploading sought information according to search headings and said search template to said management center;

wherein said management center searches said facility information based on said search information and provides a search result to said user.

19. (Canceled)

20. (Previously presented) The facility information registration and search system, according to Claim 1, wherein the management center stores a number of hits generated by the management center when searching said facility information.

21. (Currently amended) A method for searching facility information comprising:

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obtaining facility information through a plurality of registration headings on a registration template of a registration terminal, wherein said registration headings include essential items that must be inputted when the information is registered, and supplemental information that relates to other items and that is not required to be inputted when the information is registered;

transmitting said facility information to a management center;

obtaining sought information through a plurality of search headings on a search template of a search terminal, said search headings and said search template matching respective said registration headings and said registration template;

transmitting said sought information to said management center;

searching said facility information according to said sought information at said management center; and

outputting a search result from said management center;

wherein the registration template and search template are obtained by communicating with an external source.

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22. (New) The facility information registration and search system of claim 1, wherein the registration headings of the registration template include essential store information selected from the group consisting of:

store name, store category, store location, group name, product availability, product prices, and customer incentives.

23. (New) The information management center of claim 15, wherein the registration headings of the registration template include essential store information selected from the group

A2 consisting of:

store name, store category, store location, group name, product availability, product prices, and customer incentives.

24. (New) The registration terminal of claim 17, wherein the registration headings of the registration template include essential store information selected from the group consisting of:

store name, store category, store location, group name, products availability, product prices, and customer incentives.

25. (New) The method of claim 21, wherein the registration headings of the registration template include essential store information selected from the group consisting of:

store name, store category, store location, group name, products availability, product prices, and customer incentives.

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